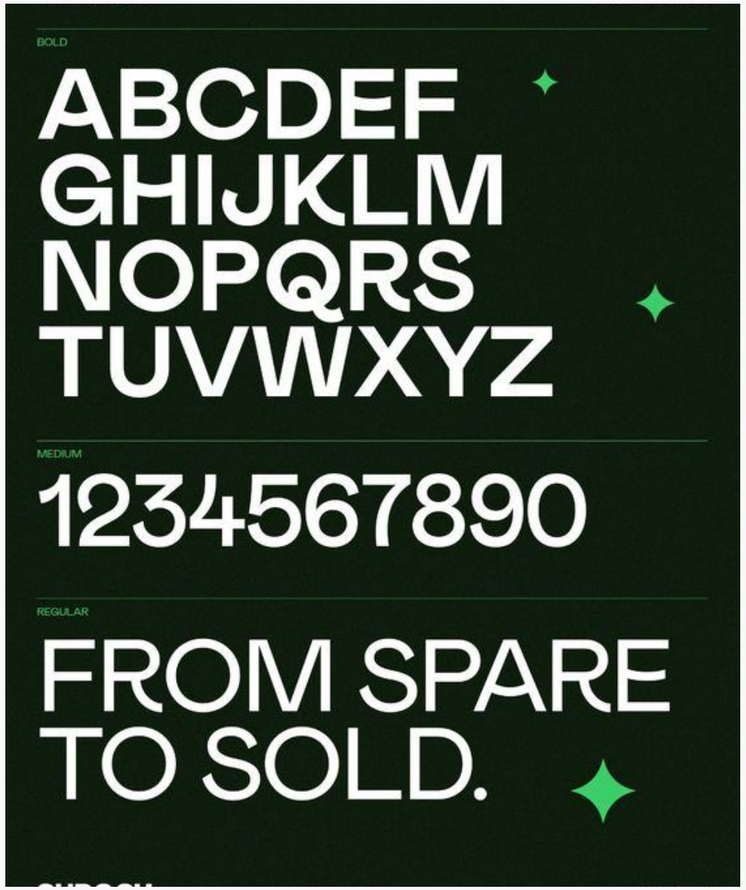

Font Format, Font Naming, Variabel Font

PERTEMUAN 6 | 9 OKTOBER 2024

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Font Format

Pada dasarnya format font ada 2 : **Desktop Font** & **Web Font**

Desktop Font

Font yang digunakan pada komputer untuk mengetik dokumen, mendesain layout, logo, slide presentasi, pdf, dll. Font-nya harus diinstal dulu di komputer (local computer).

Format:

- OpenType (.oft)
- TrueType (.ttf)
- PostScript Type 1 (.pfm) (.pfb)

TrueType Font (TTF)

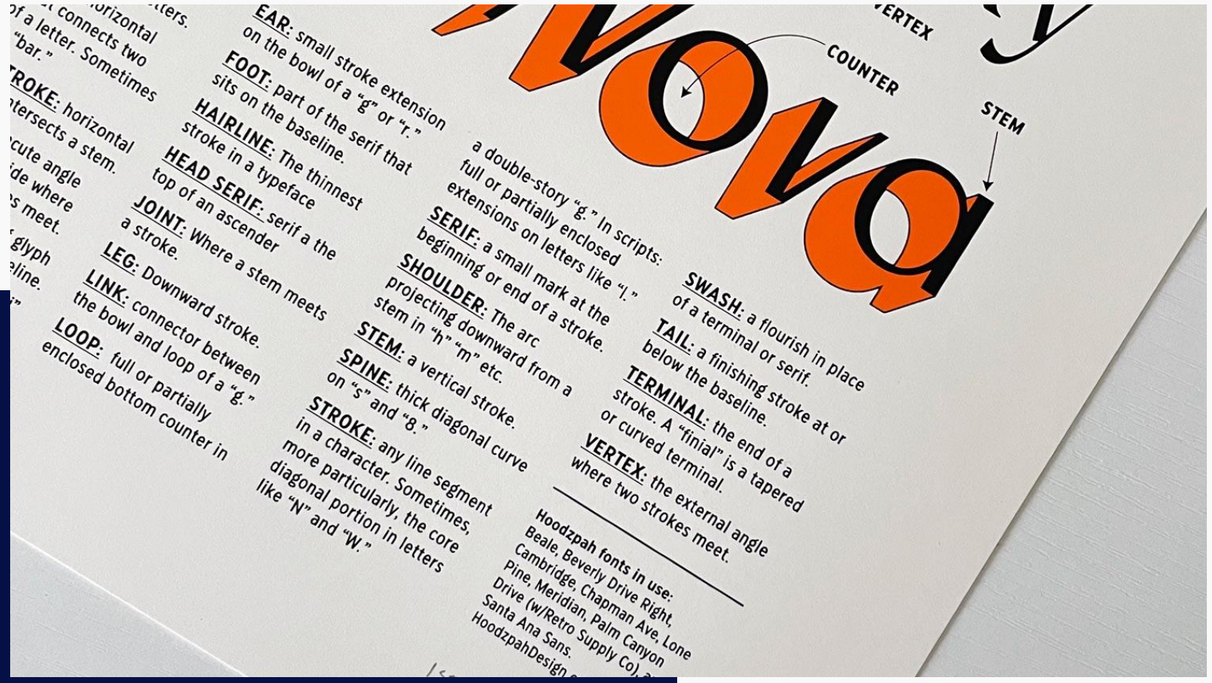
- Diperkenalkan Apple 1980
- 1 file memuat 256 karakter
- File kecil, dan mendukung **hinting** yaitu fitur yang membantu keterbacaan pada ukuran font yang kecil di layar
- Kompatibilitas multi platform (Windows dan macOS)

OpenType (.OTF)

- Diperkenalkan Microsoft dan Adobe pada tahun 1996
- 1 file bisa memuat 65.536 karakter
- Didukung OpenType Features
- Kompatibilitas multi platform (Windows macOS, Linux)
- Kualitas output sangat baik di layar maupun cetakan.

PostScript Type 1 (.pfm) & (.pfb)

- Diperkenalkan Adobe pada tahun 1980
- Tiap font perlu 2 file, 1 untuk layar komputer (.pfm), 1 lagi untuk printing (.pfb)
- 1 file memuat 256 karakter


COUNTER
STEM
EAR: small stroke extension on the bowl of a "g" or "r."
FOOT: part of the serif that sits on the baseline.
HAIRLINE: The thinnest stroke in a typeface
HEAD SERIF: serif a the top of an ascender
JOINT: Where a stem meets a stroke.
LEG: Downward stroke.
LINK: connector between the bowl and loop of a "g."
LOOP: full or partially enclosed bottom counter in
a double-story "g." In scripts: full or partially enclosed
extensions on letters like "l."
SERIF: a small mark at the beginning or end of a stroke.
SHOULDER: The arc projecting downward from a stem in "h" "m" etc.
STEM: a vertical stroke.
SPINE: thick diagonal curve on "S" and "8."
STROKE: any line segment in a character. Sometimes, more particularly, the core diagonal portion in letters like "N" and "W."
SWASH: a flourish in place of a terminal or serif.
TAIL: a finishing stroke at or below the baseline.
TERMINAL: the end of a stroke. A "finial" is a tapered or curved terminal.
VERTEX: the external angle where two strokes meet.
Hoodzpah fonts in use:
Beale, Beverly Drive Right,
Cambridge, Chapman Ave, Lone
Pine, Meridian, Palm Canyon
Drive (w/Retro Supply Co),
Santa Ana Sans.
HoodzpahDesign

Web Font

Font yang dipakai oleh desainer/developer web. Fontnya tidak perlu diinstal dulu di komputer pengguna, karena dijalankan dari internet.

Format:

- Web Open Font Format (.woff) & (.woff2)

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Web Open Font Format (.woff) & (.woff2)

- Diperkenalkan W3C (World Wide Web Consortium) tahun 2009 : WOFF dan 2012 : WOFF2
- WOFF adalah hasil kompresi dari TTF atau OTF, ukuran file lebih kecil dan ideal untuk digunakan dalam situs web.
- WOFF2 adalah versi yang baru, kompresi yang lebih baik, ukuran file yang lebih kecil, namun dengan kualitas rendering yang tetap baik

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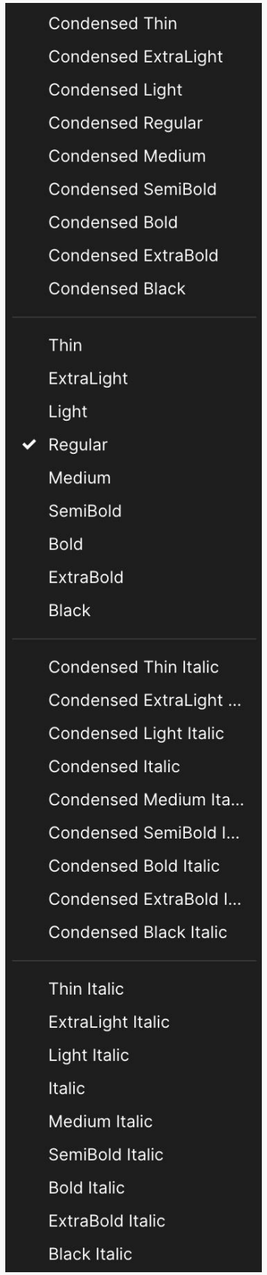
Variabel Font

Evolusi dari font digital tradisional yang memungkinkan satu file font untuk memuat berbagai variasi gaya, seperti berat, lebar, atau kemiringan, yang biasanya membutuhkan beberapa file font terpisah.

Misalnya, seorang desainer mau huruf lebih tebal sedikit dari **semi bold**, tapi tidak setebal **bold**, atau mau yang lebih ramping dari **regular** tapi tak seramping **condensed**. Hal tersebut bisa dipenuhi oleh Variable Font.



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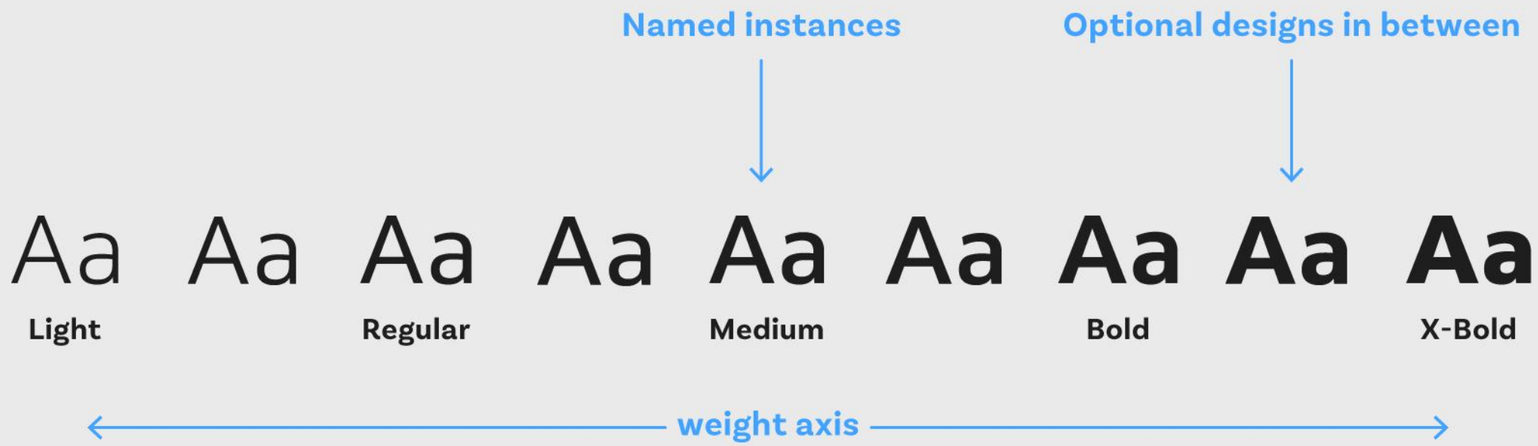
Variable fonts memungkinkan fleksibilitas dalam penggunaan tipografi, menggabungkan berbagai varian (seperti **bold**, ***italic***, **condensed**) dalam satu file, sehingga memudahkan dan mengurangi ukuran file yang perlu diunduh dalam aplikasi digital, terutama di web.

Video



Variable fonts diperkenalkan sebagai bagian dari spesifikasi **OpenType** versi 1.8, yang diumumkan oleh Microsoft, Apple, Google, dan Adobe pada tahun 2016. Teknologi ini menjadi terobosan dalam tipografi digital, terutama untuk desain **responsif** dan **web**, karena memberikan fleksibilitas.

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Variabel Font

Variable fonts sangat cocok untuk desain responsif karena memungkinkan teks untuk menyesuaikan ukuran, berat, atau lebar secara dinamis berdasarkan layar atau ukuran viewport. Ini membantu menjaga konsistensi desain di berbagai perangkat tanpa harus mengunduh beberapa file font.

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Kegunaannya?

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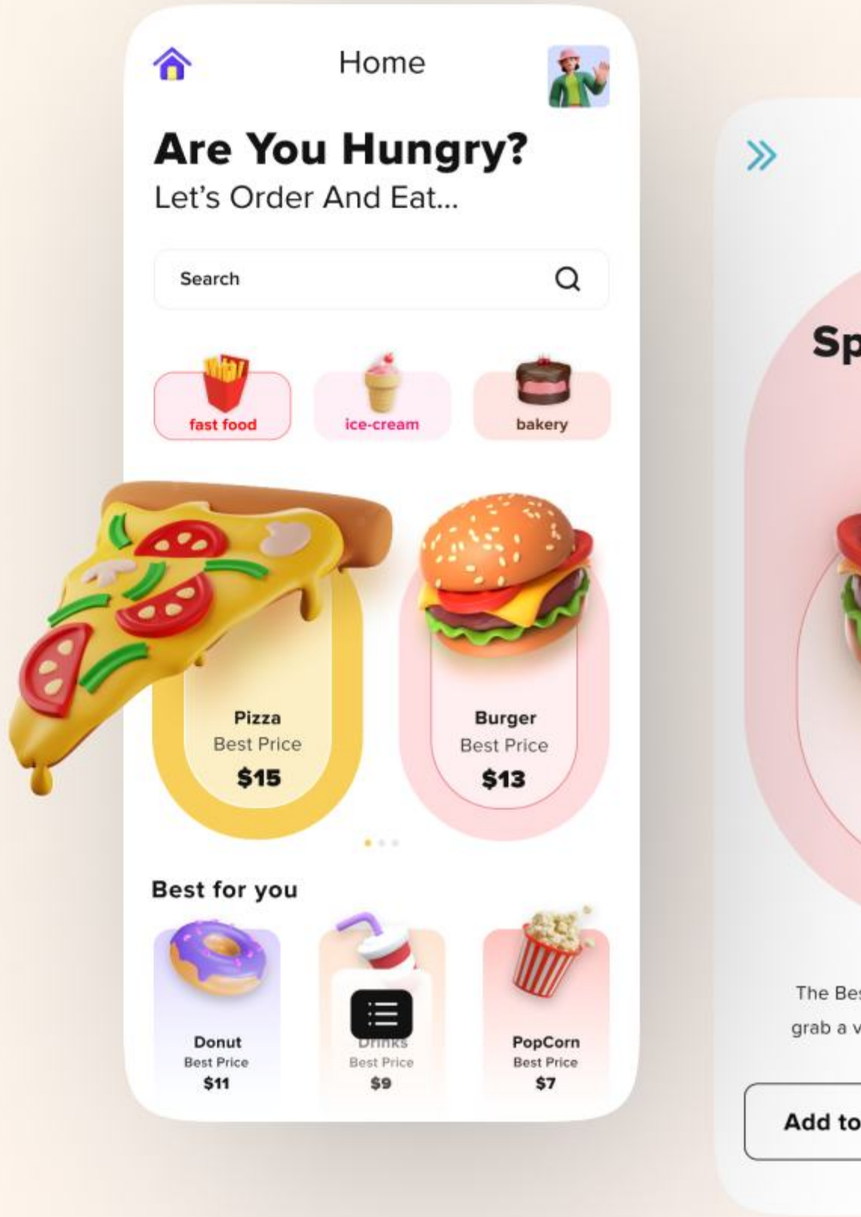
Desain Web & Mobile

Sangat populer dalam desain web karena memungkinkan penggunaan satu file untuk mengontrol berbagai varian dalam desain teks. Dengan desain web responsif, font bisa disesuaikan berdasarkan perangkat atau ukuran layar tanpa perlu mengunduh beberapa file font.



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Branding

Teks pada identitas visual dengan variasi yang sangat banyak tanpa harus menggunakan beberapa beberapa file font.

Editorial

Variable fonts memungkinkan perubahan dinamis dalam desain editorial baik cetak maupun digital, pemilihan berat atau lebar teks yang tepat untuk bagian judul, subjudul, dan body text tanpa mengubah font secara drastis.

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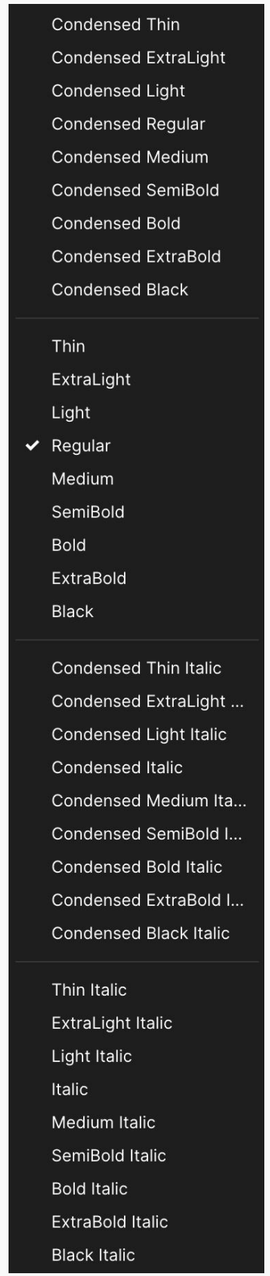
Font Naming

Mengacu pada cara memberi nama pada sebuah font atau keluarga font untuk mencerminkan karakteristik visual, gaya, serta identitas dari font tersebut.

Elemen-Elemen

Typeface	Width	Weight
Style	Italic	Optical Size



Helvetica

Aa Ee Rr

Aa Ee Rr

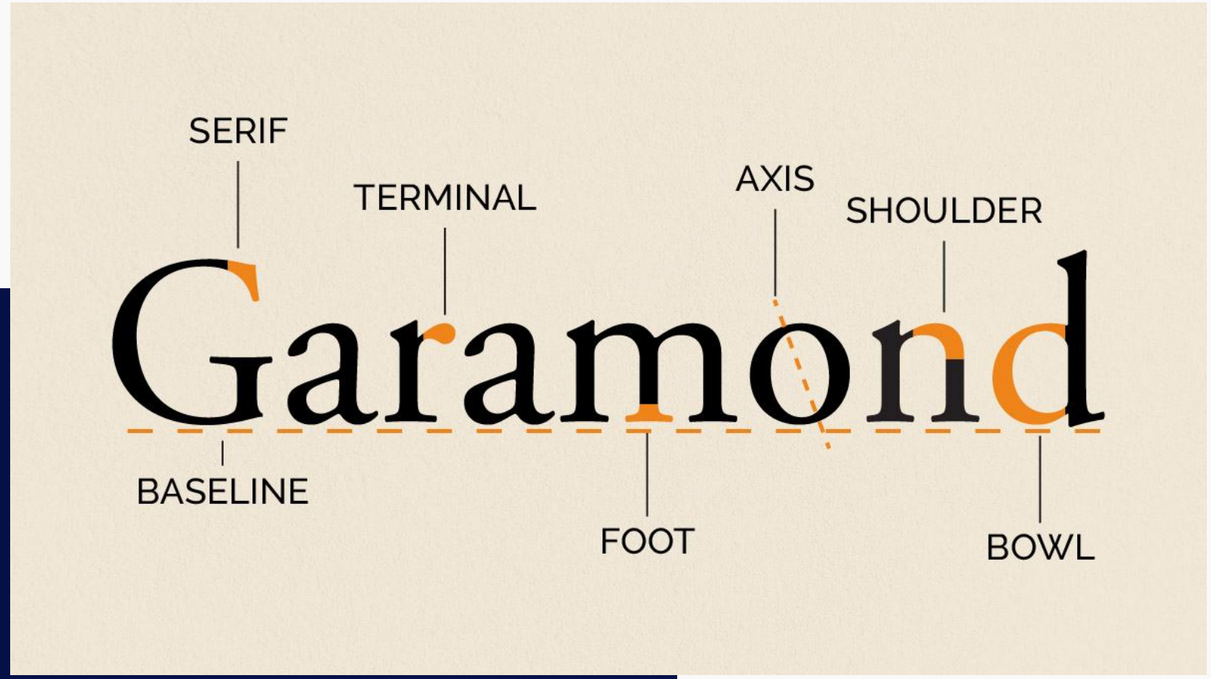
a

Typeface

Nama yang menggambarkan gaya atau desain umum font tersebut. Nama ini bisa diambil dari nama desainer, lokasi, tema, atau konsep yang menginspirasi pembuatan font.

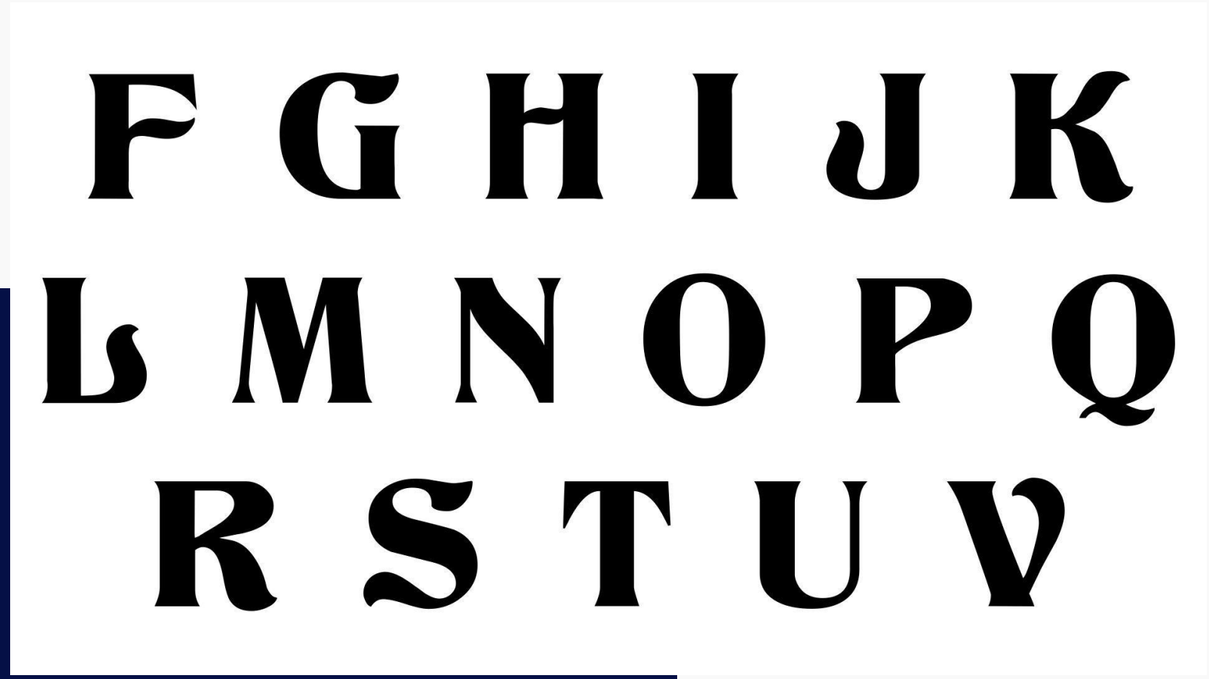
Helvetica

- Max Miedinger & Eduard Hoffmann (1957) di Swiss
- Haas Type Foundry, perusahaan pencetakan di Münchenstein, Swiss
- 1960 "Helvetia", yang berarti "Swiss"



Garamond

- Claude Garamond (1480–1561)



Style

Varian bentuk font seperti yang tebal, tipis, ramping, miring, tujuannya untuk memenuhi berbagai kebutuhan desain.

3 style utama: **Weight, Width, Slant**

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Weight, Width, Slant?

75 PT
-50 LETTER SPACE
Open Sans
Extra Bold
20 PT
UPPERCASE
190 LETTER SPACE
COOPER HEWITT
14 PT
PT Sans. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Optical Size

Hierarki visual yang diberikan pada teks untuk menunjukkan tingkat pentingnya atau urutan informasi dalam desain.

- Heading
- Subheading
- Body Text
- Captions, Footnotes

Heading

Heading harus terlihat dan mencolok, biasanya digunakan untuk judul utama dari dokumen, artikel, halaman web, atau bab.

- Ukuran paling besar
- Biasanya lebih tebal, menggunakan font bold
- Terkadang menggunakan huruf kapital

Subheading

Digunakan pada bagian di bawah heading. Subheading membantu memecah konten menjadi bagian-bagian yang lebih mudah dipahami.

- Lebih kecil dari heading, lebih besar dari body text
- Cukup mencolok dengan penggunaan **bold** atau ***italic***

Bodycopy

Digunakan untuk sebagian besar isi konten. Teks utama yang menjelaskan atau memaparkan detail dari topik.

- Teks yang standar (regular)
- Fokus pada readability
- Warna kontras dengan latar belakang

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Caption, Footnote

Teks yang lebih kecil atau informasi tambahan seperti caption (keterangan gambar), footnote (catatan kaki). Untuk memberikan konteks atau informasi tambahan.

- Ukuran lebih kecil dari body text
- Menggunakan *italic* atau warna abu-abu
- Harus tetap terbaca

YOU

At some point you may come back to read this line or maybe not.

WILL READ THIS FIRST.

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph.

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Wtiter's credit

Heading

Pull Quote

What are the Origins of May Day?

BY ROSA LUXEMBURG

The happy idea of using a proletarian holiday celebration as a means to attain the eight-hour day was first born in Australia. The workers there decided in 1856 to o rganize a day of complete stoppage together with meetings and entertainment as a demonstraB tion in favor of the eight-hour day. The day of this celebration was to be **April 21**. At first, the Australian workers intended this only for the year **1856**. But this first celebration had such a strong effect on the proletarian masses of Australia, enlivening them and leading to new agitation, that it was decided to repeat the celebration every year.

The first to follow the example of the Australian workers were the Americans. In 1886 they decided that May 1 should be the day of universal work stoppage. On this day two hundred thousand of them left their work and demanded the eight-hour day. Later, police and legal harassment prevented the workers for many years from repeating this [size of] demonstration. However in **1888** they renewed their decision and decided that the next celebration would be **May 1, 1890**.

Image

When better days dawn, when the working class of the world has won its deliverance then too humanity will probably celebrate May Day in honor of the bitter struggles and the many sufferings of the past

IN FACT

What could give the workers greater courage and faith in their own strength than a mass workstoppage which they had decided themselves? What could give more courage to the eternal slaves of the factories and the workshops than the mustering of their own troops? Thus, the idea of a proletarian celebration was quickly accepted and, from Australia, began to spread to other countries until finally it had conquered the whole proletarian world.

In the meanwhile, the workers' movement in Europe had grown strong and animated. The most powerful expression of this movement occurred at the International Workers' Congress in 1889. At this congress, attended by four hundred delegates, it was decided that the eight-hour day must be the first demand. Whereupon the delegate of the French unions, the worker Lavigne from Bordeaux, moved that this demand be expressed in all countries through a universal work stoppage. The delegate of the American workers called attention to the decision of his comrades to strike on May 1, 1890, and the congress decided on this date for the universal proletarian celebration.

In this case, as thirty years before in Australia, the workers really thought only of a one-time demonstration. The congress decided that the workers of all lands would demonstrate together for the eight-hour day on May 1, 1890. No one spoke of a repetition of the holiday for the next years.

The first of May demanded the introduction of the eight-hour day. But even after this goal was reached, May Day was not given up. As long as the struggle of the workers against the bourgeoisie and the ruling class continues, as long as all demands are not met, May Day will be the yearly expression of these demands. And, when better days dawn, when the working class of the world has won its deliverance then too humanity will probably celebrate May Day in honor of the bitter struggles and the many sufferings of the past.

Body Copy

Text Box/ Callout

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Chapter 2

Atomic Design Methodology

Atoms, molecules, organisms, templates, and pages

My search for a methodology to craft interface design systems led me to look for inspiration in other fields and industries. Given this amazingly complex world we've created, it seemed only natural that other fields would have tackled similar problems we could learn from and appropriate. As it turns out, loads of other fields such as industrial design and architecture have developed smart modular systems for manufacturing immensely complex objects like airplanes, ships, and skyscrapers.

But my original explorations kept creeping back to the natural world, which triggered memories of sitting at a rickety desk in my high school's chemistry lab.

???

???

???

Caption

Typeface : Oswald

Weight : 400

Style : Regular

Size : 16 px

Line Heigh : 19 px

WhatFont?

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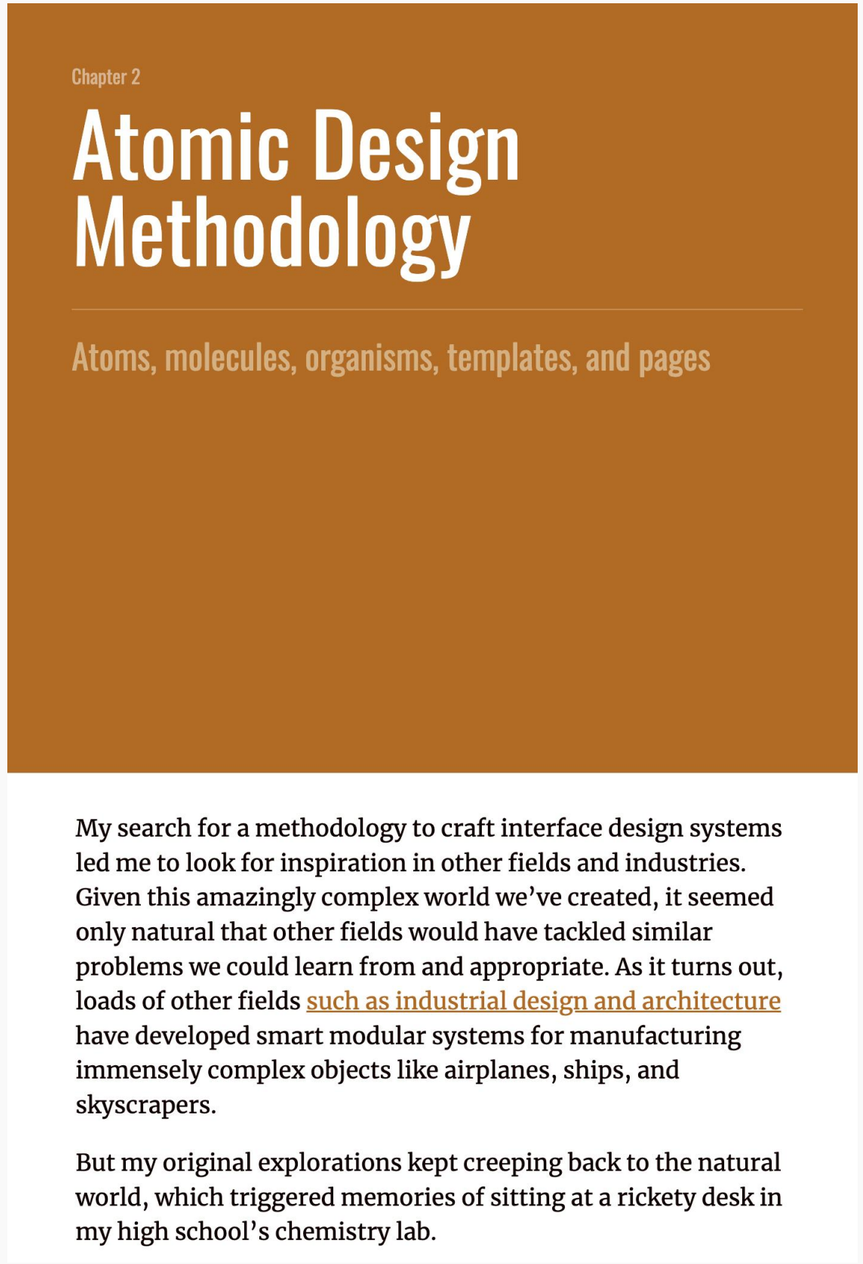
Tugas Individu

Silahkan cari 1 website, kemudian tentukan Font Naming (typeface width, weight, size, style) yang terdapat pada website tersebut.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